

1 A bill to be entitled
2 An act relating to manufacturing; amending s. 20.60,
3 F.S.; revising the duties of the Department of
4 Commerce; creating s. 20.6051, F.S.; establishing the
5 Chief Manufacturing Officer among the senior
6 leadership of the department; providing that the Chief
7 Manufacturing Officer is appointed by and serves at
8 the pleasure of the Secretary of Commerce; providing
9 responsibilities for the Chief Manufacturing Officer;
10 directing all state and local governmental entities to
11 assist the Chief Manufacturing Officer; requiring the
12 department to prepare a report regarding manufacturing
13 efforts in this state; requiring the department to
14 submit its report on a specified date and biennially
15 thereafter to the Governor and the Legislature;
16 requiring that the report include certain information;
17 creating s. 288.1031, F.S.; providing legislative
18 findings; creating s. 288.1032, F.S.; providing
19 definitions; creating s. 288.1033, F.S.; creating the
20 Florida Manufacturing Promotional Campaign within the
21 department; providing the purpose of the campaign;
22 requiring the department to take certain actions in
23 promoting the campaign; creating s. 288.1034, F.S.;
24 requiring persons that participate in the campaign to
25 register annually with the department; creating s.

26 288.1036, F.S.; authorizing the department to adopt
27 rules; authorizing the department to establish, by
28 rule, the logos or product identifiers to be depicted
29 for use in the campaign; providing an effective date.
30

31 Be It Enacted by the Legislature of the State of Florida:
32

33 **Section 1. Paragraph (m) is added to subsection (4) of**
34 **section 20.60, Florida Statutes, to read:**

35 20.60 Department of Commerce; creation; powers and
36 duties.—

37 (4) The purpose of the department is to assist the
38 Governor in working with the Legislature, state agencies,
39 business leaders, and economic development professionals to
40 formulate and implement coherent and consistent policies and
41 strategies designed to promote economic opportunities for all
42 Floridians. The department is the state's chief agency for
43 business recruitment and expansion and economic development. To
44 accomplish such purposes, the department shall:

45 (m) Encourage and oversee manufacturing in this state in
46 coordination with the Chief Manufacturing Officer.

47 **Section 2. Section 20.6051, Florida Statutes, is created**
48 **to read:**

49 20.6051 Chief Manufacturing Officer.—

50 (1) There shall be designated among the senior leadership

51 of the Department of Commerce a Chief Manufacturing Officer for
52 the purpose of supporting the manufacturing ecosystem statewide.
53 The Chief Manufacturing Officer is appointed by and serves at
54 the pleasure of the Secretary of Commerce.

55 (2) The Chief Manufacturing Officer shall:

56 (a) Serve as a subject-matter expert for the state on
57 issues related to manufacturing.

58 (b) Be responsible for promoting and coordinating
59 manufacturing efforts in this state and identifying gaps across
60 state-supported activities.

61 (c) Provide strategic direction for interagency and cross-
62 disciplinary initiatives to promote and support manufacturing in
63 this state.

64 (d) Work with federal, state, regional, and local
65 governmental entities and nongovernmental entities to align
66 manufacturing priorities in this state.

67 (e) Engage with state agencies and water management
68 districts to innovate processes, programs, decision frameworks,
69 and reporting mechanisms intended to support manufacturing in
70 this state.

71 (3) All state and local governmental entities shall assist
72 the Chief Manufacturing Officer to the extent such assistance is
73 consistent with law and with budgetary constraints.

74 (4) The department shall prepare a report, in consultation
75 with the Chief Manufacturing Officer and the state Manufacturing

76 Extension Partnership, regarding manufacturing efforts in this
77 state. The department shall submit the report to the Governor,
78 the President of the Senate, and the Speaker of the House of
79 Representatives by December 15, 2026, and every 2 years
80 thereafter. The report must include information regarding the
81 strength and economic importance of the manufacturing industry
82 in this state.

83 **Section 3. Section 288.1031, Florida Statutes, is created**
84 **to read:**

85 288.1031 Legislative findings.—The Legislature finds that
86 there is a need for the Florida Manufacturing Promotional
87 Campaign, established in s. 288.1033, to increase consumer
88 awareness of manufacturing activities in this state, to expand
89 market exposure for manufactured products and goods in this
90 state, and to inspire future generations of entrepreneurs,
91 fabricators, and skilled workers to build and grow domestic
92 businesses and manufacturing operations in this state. The
93 Legislature further finds that a campaign that creates a
94 partnership between industry and this state is necessary to
95 promote and advertise such products efficiently.

96 **Section 4. Section 288.1032, Florida Statutes, is created**
97 **to read:**

98 288.1032 Definitions.—As used in ss. 288.1031-288.1036,
99 the term:

100 (1) "Campaign" means the Florida Manufacturing Promotional

101 Campaign.

102 (2) "Department" means the Department of Commerce.

103 (3) "Manufactured product" means any tangible personal
104 property that has been fabricated or produced, often through
105 industrial or mechanical processes. The term includes items sold
106 or leased to consumers.

107 (4) "Person" means an individual, a firm, a partnership, a
108 corporation, an association, a business, a trust, a legal
109 representative, or any other business unit.

110 **Section 5. Section 288.1033, Florida Statutes, is created**
111 **to read:**

112 288.1033 Florida Manufacturing Promotional Campaign;
113 purpose; duties of the department.—There is created within the
114 department, under the supervision of the Chief Manufacturing
115 Officer and in coordination with the state Manufacturing
116 Extension Partnership, the Florida Manufacturing Promotional
117 Campaign. The purpose of the campaign is to serve as a voluntary
118 marketing program to promote manufacturing products and
119 businesses in this state. In promoting the campaign, the
120 department shall do all of the following:

121 (1) Develop logos for the campaign and authorize the use
122 of such logos as provided by rule.

123 (2) Register campaign participants.

124 (3) Collect rental receipts for industry promotions.

125 (4) Develop in-kind advertising programs.

126 (5) Contract with media representatives for the purpose of
127 dispersing promotional materials.

128 **Section 6. Section 288.1034, Florida Statutes, is created**
129 **to read:**

130 288.1034 Registration.—A person that participates in the
131 Florida Manufacturing Promotional Campaign must register
132 annually with the department in a form and manner as prescribed
133 by the department.

134 **Section 7. Section 288.1036, Florida Statutes, is created**
135 **to read:**

136 288.1036 Rulemaking authority.—The department may adopt
137 rules to implement and administer the Florida Manufacturing
138 Promotional Campaign. By rule, the department may establish the
139 logos or product identifiers to be depicted for use in the
140 campaign for advertising, publicizing, and promoting the sale of
141 manufactured products in this state. The department may also
142 adopt any other rules deemed necessary to ensure compliance with
143 the Florida Manufacturing Promotional Campaign, including, but
144 not limited to, rules governing participant registration,
145 renewal of registration, classes of membership, application
146 forms, and other forms and enforcement measures.

147 **Section 8. This act shall take effect July 1, 2025.**